



BOARD OF DIRECTORS MINUTES

February 5, 2009
8:00 AM – 9:30 AM

*Toledo Botanical Garden
Stables Room*

- 2009 -
Board of Directors

Dick Bostdorff
2010

Jeff Creque
2011

Bill Dearing
2010

Bob Dennis
2010

Beth Fausey
2011

Diane Hill
2009

Theresa Hoen
2011

Tony Keil
2009

Walt Krueger
2011

Kirk Mizerek
2010

Neil Reid
2011

Tom Wardell
2009

Kathy Wenz
2009

Terms Expire End of
Year Indicated

Meeting called order at 8:11 am

Attendance – (8) Walt Krueger, Neil Reid, Joe Perlaky, Beth Fausey, Serenity Carr, Kirk Mizerek, Tony Keil, & Bill Dearing

Committee Reports:

- Business Update– Walt reported the Business Committee will have their next meeting at 9:30 on Thursday February 12th following the Regular Grower's Meeting. MVGA is hoping to receive revenue from recycling, despite the fact that market is depressed.
- Finance & Energy Update –
 - Kirk reported that Joe will continue to provide reports to Diane Hill using QuickBooks.
 - Although extending grant periods are possible, funding is typically spent during the time it is awarded. The Finance Committee recommends that some of the \$70,000 be reserved (approximately \$10,000) for operational purposes for future years. Unfortunately, Neil explained unless a service is provided or a product is purchased setting money aside for future investment is not a qualified expense.
 - Joe will continue to handle the six MVGA member billings for our Ohio Gas users. Kirk clarified only the fees are invoiced not the entire gas bill.
 - Walt reiterated that we continue to set aside the gas program money, leaving it untouched except for our D & O insurance requirements.
- Marketing Update–
 - Joe reported that the next Marketing Committee is scheduled for Friday February 13th.
 - Recommendation was given to allocate \$100 for membership to our *Toledo Choose Local* partnership.
 - MVGA recently participated in the CENTS Show co-sponsored by the ONLA.
- To date, MVGA has 6 new ONLA gas members. Participation should increase now that we have entered our winter heating season. Mailers will be sent out this week to 750

of ONLA members reminding them of our program. Another mailer of 750 postcards will go out the following week. Palmer Energy has agreed to pay for postage.

- The Executive Committee recommends that MVGA consider NOT attending the OFA Trade Show in July. It was felt that mailings would be more beneficial to building the gas program.
- The Toledo Home Remodeler Association Show is Feb. 20-22. We will check to see if the MVGA sign can remain in the Seagate Lobby between the time of this event and the Toledo Home Builders Association event two weeks later.
- MVGA advertising dollars for the Eco-Track 11 program will be spent in the months of April-May and Sept.-Oct. in 2008.
- Coupon promotions - Mike Schenk recently made calls to retail growers to determine their participation interest in accepting % off MVGA coupons. Nearly unanimous. Details to be determined by the Marketing Committee.
- Joe will contact the grower group in Grand Rapids, Mi who annually market their retail stores in their area. More information is needed to see if this is something the MVGA might want to consider. For example, a possible idea might be for the MVGA retailers to pool a small portion of their individual advertising dollars to pay half of the expense for a major newspaper campaign. MVGA would cover the other half if the growers could commit to putting the MVGA logo on their own ads throughout the year when possible. This was felt to be a good transition step encouraging retail growers to invest together for ads and promotions. Details to follow.
- Tom Wardell asked his Marketing Committee members to volunteer for various task assignments which could be completed between meetings. This should provide a more streamlined reporting structure.
- Walt reported the growers group in NE Ohio continues to struggle to organize their region. Without a mechanism in place, it makes it more difficult to develop other grower clusters.
- Joe will check into potential group health insurance programs.
- It was suggested the MVGA concentrate on strategies bringing growers immediate payback and recognition within the community. Collaborative projects and programs will raise group awareness and allow for investment dollars to be leveraged more effectively.
- Neil reported that the Urban Affairs Center funding has been eliminated out of the state budget starting July 1st. Efforts to reinstate those dollars are underway.
- Education Update- Beth stated that the Education Committee will be meeting next week for the first time to discuss various programs.
- Walt acknowledged it may be beneficial for MVGA members to become involved with the UT Center for Family Business. More information can be found at: utfamilybusiness.org

Meeting Adjourned: 9:33 am

Minutes submitted by Serenity Carr